

NAVY ADVERTISING AND LEADS TRACKING SYSTEM

How to pull upcoming overdue leads in NALTS



A M E R I C A ' S
NAVY®



HOW TO PULL UPCOMING OVERDUE LEADS IN NALTS

NALTS Home Screen

Welcome to NALTS

Navy Advertising and Leads Tracking System

The NALTS system environment brings together all the advertising and marketing resources of the Navy to manage prospective active and reserve leads for Navy careers. As a Leads Production Team (LPT) member, NALTS supports you with system resources to efficiently manage a variety of duties. NALTS allows you to do any of the following:

[Customize](#)

Ad Planning »
Plan/manage media initiatives and costs for local marketing efforts

Search / Add Leads »
Manage national and local leads throughout their lifecycle

Daily Counts »
Account for responders to local advertising initiatives that are ineligible, not interested or have incomplete information

STEP 1: Click on Reporting (highlighted below)

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STEP 2: Click on lead processing (highlighted below)

The screenshot shows the NALTS web interface. The 'Documents' section is active, displaying a list of folders. A blue arrow points to the 'Lead Processing' folder, which is highlighted in blue. A tooltip for 'Lead Processing' is visible, showing 'Type: Folder'.

Title	Type
A Guide to BO Reports	Folder
Admin: Eligibility & Fulfillment	Folder
Admin: Manage Locations	Folder
Blueprinting	Folder
Cyberspace	Folder
Lead Generation	Folder
Lead Processing	Folder
Monthly EOM Snapshots	Folder
Monthly Reports	Folder
National Marketing	Folder
NMI	Folder
NRC Review	Folder
Prospects	Folder

STEP 3: Click on overdue leads (highlighted below)

The screenshot shows the NALTS web interface. The 'Documents' section is active, displaying a list of folders. A blue arrow points to the 'Overdue Leads' folder, which is highlighted in blue. A tooltip for 'Overdue Leads' is visible, showing 'Type: Web Intelligence'.

Title	Type
Continuing Follow-up	Web Intelligence
Contract Analysis	Web Intelligence
High Value 4.27 Leads Sent to Field	Web Intelligence
NROTC Report	Web Intelligence
Officer Application Status	Web Intelligence
Overdue Leads	Web Intelligence



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STEP 4: Click on advanced (highlighted below) if you do not have this option click on the box on the left with the (?)

The screenshot shows the NALTS web interface. The left sidebar has a 'Web Intelligence' section with a 'User Prompt Input' dropdown. The 'Advanced' option is highlighted. The main content area shows the 'Overdue Leads' report. The 'Business Purpose' section states: 'This report shows the user the details of any leads that have been sent to the field and have not yet received a disposition. The report is pulled by district and timeframe and can be created using current, as well as future "as of" dates. The benefit of using a future date is to allow users to review leads that are not yet overdue, but will become overdue on that date if no disposition is applied. The report is refreshed nightly. The time-in-work ranges for categorizing overdue leads are: 30-59 (TIW 30), 60-89 (TIW 60) and 90 plus (TIW 90) days.'

STEP 5: Select your district or NTAG(S) and then click the arrow to add to the blank box

The screenshot shows the NALTS web interface with the 'Overdue Leads' report. A 'Prompts' dialog box is open, showing a list of districts and NTAGs. The list includes: ATLANTA, BALTIMORE TAOC, BAYOU CITY TAOC, BLUES CITY TAOC, CASCADIA TAOC, CHICAGO, CLEVELAND TAOC, COLUMBUS TAOC, DALLAS, DENVER TAOC. A blue arrow points to the 'Add' button (a right-pointing arrow) next to the list. The 'Prompts' dialog box also shows 'Available prompt variants' and 'Required prompts'.



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STEP 6: Once your district or NTAG(S) are selected click AS OF DATE

The screenshot shows the NALTS web interface with the 'Prompts' dialog box open. The 'Prompts Summary' section on the left lists two prompts: '1. Enter District -or- Click Advanced for D' and '2. AS OF Date (mm/dd/yyyy):'. A blue arrow points to the second prompt. The 'Available prompt variants' section on the right shows a list of districts: ATLANTA, BALTIMORE TAOC, BAYOU CITY TAOC, BLUES CITY TAOC, CASCADIA TAOC, CHICAGO, CLEVELAND TAOC, COLUMBUS TAOC, DALLAS, and DENVER TAOC. The 'AS OF DATE' prompt is currently empty, and the 'AS OF DATE' button is highlighted.

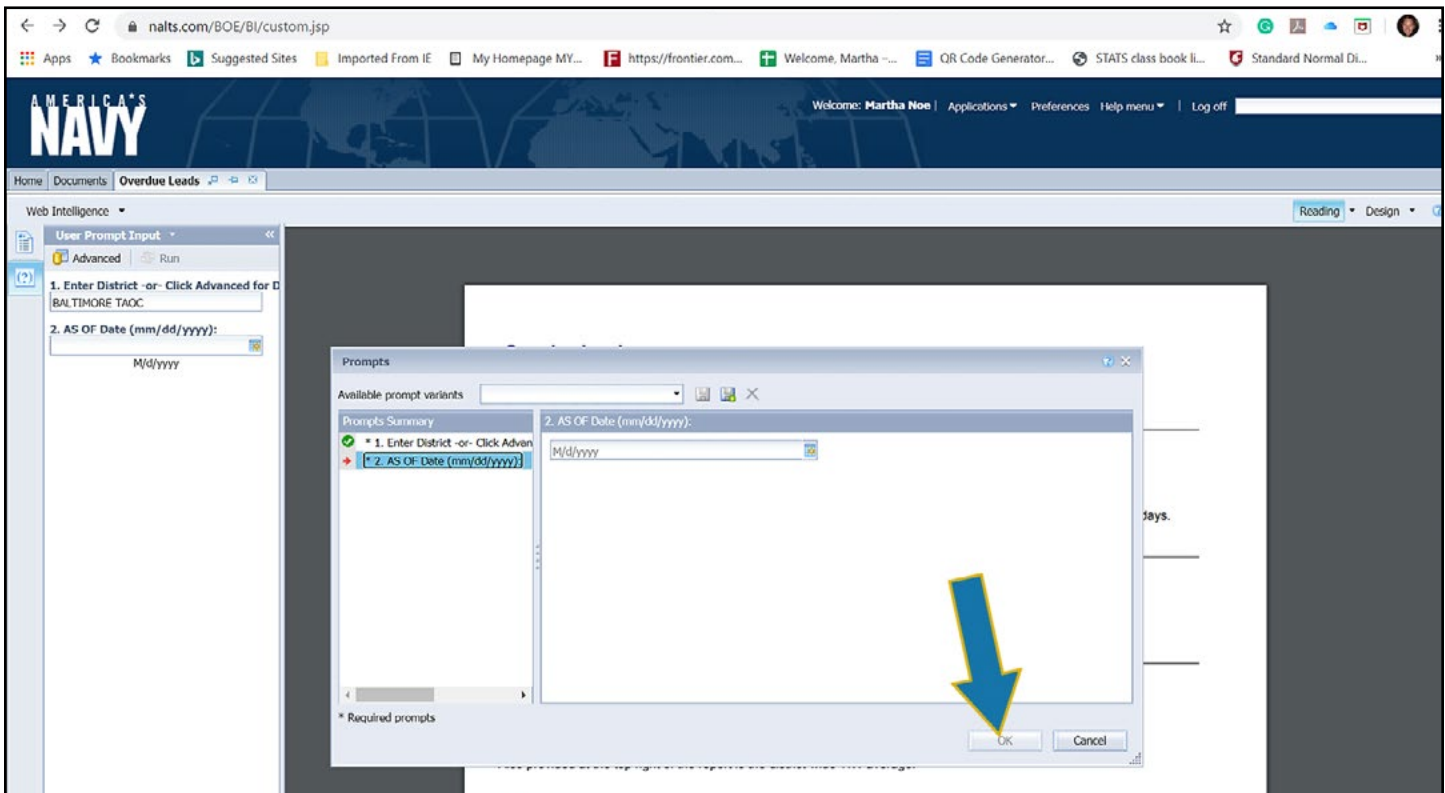
STEP 7: Put in a date one month out to reflect any leads that are overdue or will become overdue in the next month.

The screenshot shows the NALTS web interface with the 'Prompts' dialog box open. The 'Prompts Summary' section on the left lists two prompts: '1. Enter District -or- Click Advanced for D' and '2. AS OF Date (mm/dd/yyyy):'. A blue arrow points to the second prompt. The 'Available prompt variants' section on the right shows a list of districts: ATLANTA, BALTIMORE TAOC, BAYOU CITY TAOC, BLUES CITY TAOC, CASCADIA TAOC, CHICAGO, CLEVELAND TAOC, COLUMBUS TAOC, DALLAS, and DENVER TAOC. The 'AS OF DATE' prompt is now filled with the text 'M/d/yyyy', and the 'AS OF DATE' button is highlighted.

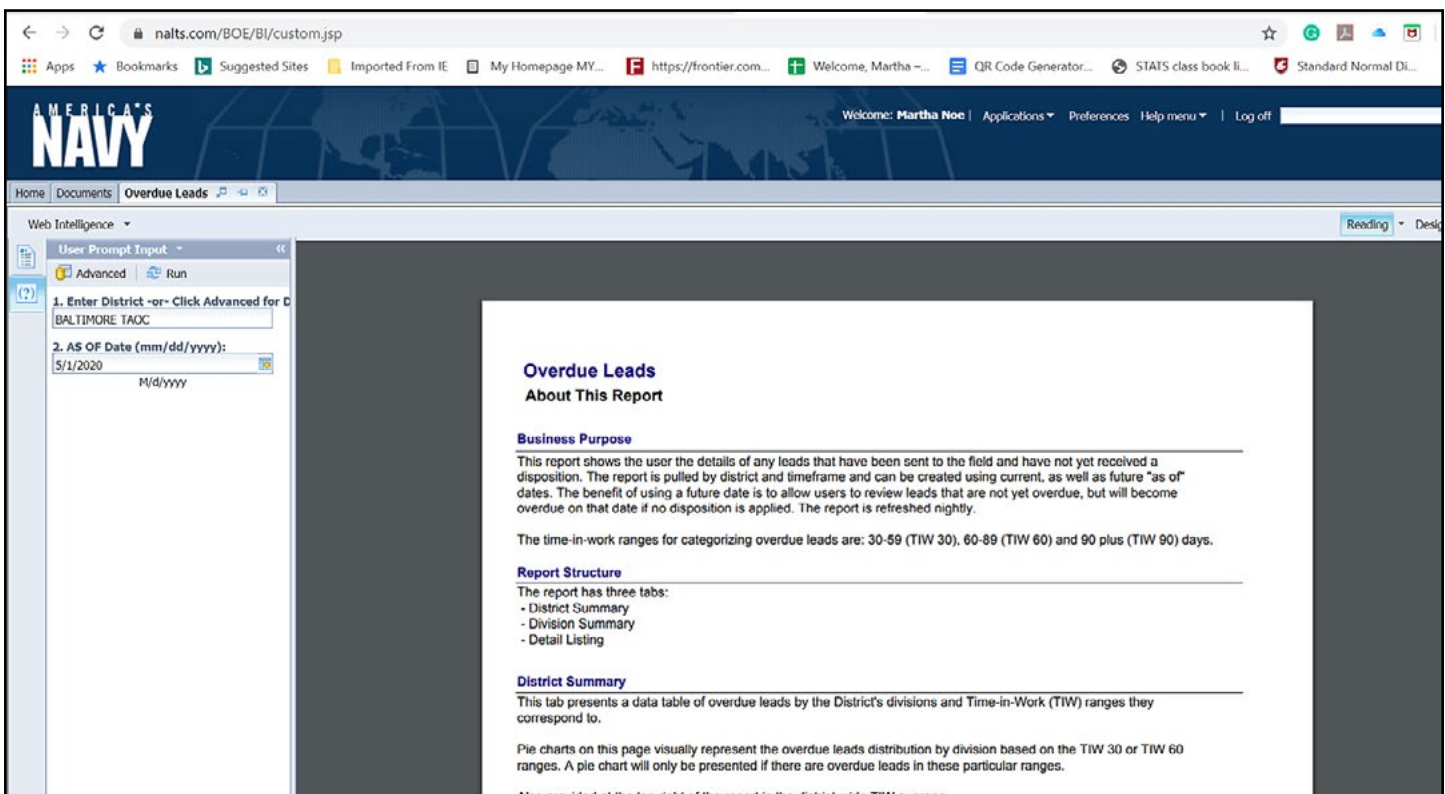


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STEP 8: Click “OK” (highlighted below)



STEP 9: Download the report (highlighted below) and share with your COC as well as DLCPO's, LPO's





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***Team it is important you all start working ahead on leads. Navy Recruiting is 100% virtual recruiting and if you do not think that people are watching these leads you are wrong. Every day the Admiral gets a report on overdue leads. Having any overdue leads does not look good. These leads need to get worked. Please do not just satisfy your reports by clicking bad contact or something else because those are also being monitored closely. It is imperative for you all to keep on your LPO's and recruiters to get these leads worked. If you are having issues reach out to your COC. I pull this report every 75% gate and it gets sent to our COC here. As always if you have any questions please do not hesitate to reach out. I also highly recommend that you use each other in your group. There are some very talented individuals that know NALTS and Sales Forces like the back of their hand. Please seek guidance from them as well.

*** I would like to give a shout out to Chief Pullom for assisting me with these reports. ***